

PROMOTIONAL EVENTS



Room 24 Restaurant and Bar Promotion

Journeys have done some recent work on a business to consumer experiential event for Room 24 part of the Divine Group. On opening the new restaurant bar in Essex it all seemed to go quiet in the following months after a high profile launch. The idea was to revive flagging custom and drive customers in to Room 24, by putting on a series of one off free events over 6 consecutive months. The events differed in key ways. The idea being to get different groups of consumers along to Room 24. We did the events on a traditionally dead night Tuesday. That way we gave additional custom to cover all costs and make a profit. We segmented the consumer market into 6 groups; couples, clubbers, barflies, rock music fans, ethnic music fans and passing custom. We themed the 6 events by music choice.

We worked to maximize the exposure of Room 24 by having: special menus, niche entertainment, cocktail menus and giveaways. The 6 Events all drew around 100 people on average, minimum of 70 and maximum of 146. Customers drank, ate and spent quite a lot of money, around £30 per head. An average of £3000 per event in takings. That was £18,000. Our event production costs should have been around £6000, the venue made a healthy profit and was able to benefit from local media coverage as well with photos and story appearing in the local press. Journeys Multimedia Marketing gave Room 24 the blueprint for their future marketing efforts.

